WIN YOUR CUSTOMERS THROUGH MULTIDOMAIN MASTER DATA MANAGEMENT

The race is on in digital channel selling with customers wanting a more personal touch. Set your company up for scalable success through master data management and a multidomain strategy.

Optimized Inventory Distribution

Targeted Product Placement

Align Suppliers with Locations

SUPPLIER DOMAIN
· Accelerate time to market.
· Reduce supplier onboarding time.
· Build supplier relationships to product and location.

Supplier to Product Relationships

Regulatory Compliance

Time-to-Market

LOCATION DOMAIN
· Consolidate and govern site data for corporate locations, stores, and partners.
· Integrate demographic, competitor, and geographic data for strategic insights.
· Build hierarchies for better understanding of property portfolios.
· Leverage site data for targeted campaigns and product placements.

PRODUCT DOMAIN
· Make product data consistent and accurate across channels.
· Track product lifecycle efficiently.
· Improve product compliance.

Enhanced Visibility for Site Selection

Personalized Services

Customer Segmentation

CUSTOMER DOMAIN
· Manage all master data around your customers, whether they are B2B or B2C customers.
· Manage B2C and B2B relationships, linking individuals to households and contacts to corporate accounts.
· Enable targeted marketing and personalized customer experiences.

Tailored Customer Recommendations

Targeted Marketing Campaigns

Cross-sell and Upsell Opportunities Through Product Associations

MANAGING REGULATORY COMPLIANCE AND SUSTAINABILITY WITH MDM

One of the primary challenges facing the automotive and heavy-duty industry is the growing complexity of regulatory frameworks. By creating a centralized, unified view of critical data across multiple domains, MDM ensures consistency, accuracy, and accessibility of information that is vital for meeting regulatory requirements.

Example: Emission Regulations

An automotive company producing vehicles for the U.S. market can use a multidomain MDM system to track and manage compliance with various emission standards set by both federal and state regulations. In the U.S., the Environmental Protection Agency (EPA) enforces national emissions guidelines, while individual states—such as California with its California Air Resources Board (CARB)—may have stricter rules for vehicle emissions.

The MDM system can centralize data on engine specifications, emissions control technologies, and regional regulatory requirements to ensure compliance. For instance, if California tightens its CO2 or NOx emission limits for new vehicles, the MDM system can automatically flag this change and apply the new regulations to all affected vehicle models.

PRODUCTS CURRENTLY REGULATED

· Fluids, lubricants, grease
· Adhesives
· Parts that include a grease/lubricant packet
· Any item with a battery
· Any electrical item (has a plug or needs a plug)
· Any chemically coated items
· Any item using conflict minerals

REGULATORY COMPLIANCE IS BECOMING MORE COMPLEX
Regulations that MDM Can Help Manage

01 Corporate Average Fuel Economy (CAFE) Standards

02 Environmental Protection Agency (EPA) Emission Standards

03 California Air Resources Board (CARB) Regulations

04 National Emission Standards for Hazardous Air Pollutants (NESHAP)

05 Greenhouse Gas (GHG) Emissions Regulations

06 Noise Emission Regulations (EPA)

07 Vehicle Safety Standards (Federal Motor Vehicle Safety Standards – FMVSS)

08 End-of-Life Vehicle (ELV) Regulations

09 Electric Vehicle (EV) and Hybrid Regulations

10 Tire Efficiency and Performance Requirements

11 Clean Vehicle Standards (EPA and NHTSA)

12 Safety Recalls and Reporting Obligations

13 Occupational Safety and Health Administration (OSHA) Regulations

14 Advanced Driver Assistance Systems (ADAS) and Autonomous Vehicle Regulations

15 Section 177 States

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